

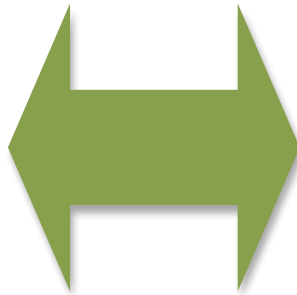
# REALIZING MEMBERSHIP BENEFITS



I'm a member of TAGLaw®. Now what do I do?

TAGLaw membership helps firms meet their long-term goals for growth and profitability, not only by providing access to law firms worldwide, but by offering services and programs that are aligned with a law firm's most important strategic goals.

- Retain clients
- Attract new clients
- Maintain a competitive advantage
- Recruit and retain talent



## TAGLaw FOCUS

Foster a collaborative network environment and provide the global reach and expertise necessary to better serve clients and grow your client base.

**Start putting your membership to work today. Here's how:**

### ☒ CHECKLIST OF IMMEDIATE TO-DO ITEMS:

The following page contains a checklist of "*IMMEDIATE TO-DO ITEMS*" from which you will begin drawing immediate benefits.

### ☒ NEW MEMBER 90-DAY INTEGRATION PLAN:

One you have completed the "*CHECKLIST OF IMMEDIATE TO-DO ITEMS*" move on to the "*NEW MEMBER 90-DAY INTEGRATION PLAN*." This plan is broken into three simple and targeted phases:

#### Phase 1

##### **Get to know TAGLAW**

Realizing the benefits of TAGLaw starts from within. To effectively use the membership, firm management and staff must be equipped with knowledge about TAGLaw and its benefits, and with tools to put the membership to work. Phase 1 will help guide you through this process.

#### Phase 2

##### **Promote your firm to TAGLAW**

Your firm management and staff are now experts on TAGLaw. What next? Begin creating visibility for your firm and developing relationships within the network. Phase 2 will take you through steps to becoming well-integrated into the network.

#### Phase 3

##### **Use TAGLAW in your marketing efforts**

Leverage your TAGLaw membership to raise your firm's profile among clients and prospects, in an effort to increase business from current clients and attract new clients. Incorporate TAGLaw into your marketing efforts during Phase 3.

## CHECKLIST OF IMMEDIATE TO-DO ITEMS

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**Complete the checklist below and begin to experience immediate benefits of being a TAGLAW member.**

- ☐ Fill out enclosed Member Information Form and return it to TAGLaw with a signed copy of the Membership Agreement (retain a copy of the Membership Agreement for your files).
- ☐ Send your logo to [ccervellera@taglaw.com](mailto:ccervellera@taglaw.com) for posting on your firm profile on the TAGLaw website.
- ☐ Access the TAGLaw website ([www.taglaw.com](http://www.taglaw.com)) to review your current firm and lawyer profiles to ensure you are represented as you wish to be. Make any applicable updates.
- ☐ Add lawyer profiles to the website, in addition to your primary TAGLaw contacts.
- ☐ Add [jallen@taglaw.com](mailto:jallen@taglaw.com) to your distribution list (news, newsletters, articles, alerts, etc.).
- ☐ Announce your TAGLaw membership to your firm.
- ☐ Announce your TAGLaw membership to local media. *Sample press release available on the Resource Center at [www.taglaw.com](http://www.taglaw.com).*
- ☐ Visit the TAGLaw website for upcoming international and regional conference information.
- ☐ Schedule a TAGLaw orientation call with TAGLaw leadership. Your management committee and in-house marketing professionals should be in attendance.
- ☐ Move on to “New Member 90-Day Integration Plan.”

**Move on to the “NEW MEMBER 90-DAY INTEGRATION PLAN.”**

*The plan below outlines the steps necessary to ensure that your TAGLaw membership will mature in the areas that are essential to maximizing the return on your membership investment.*

### **Phase 1: GET TO KNOW TAGLaw (within 30 days after joining)**

**To effectively use the membership, firm management and staff must be equipped with knowledge about TAGLaw and its benefits, and with tools to put the membership to work.**

#### **❑ Participate in a TAGLaw orientation call.**

In order for your TAGLaw membership to prosper, it is very important that you have an understanding of TAGLaw at the leadership and management levels. A representative from TAGLaw will contact you to set up an orientation call within 30 days of when your membership begins. Questions you and your firm's leadership might have:

- *How long does the call last?* Expect to spend not more than one hour on the call.
- *Who should attend?* Members of your management committee, senior leadership, and marketing personnel should all participate in the call.
- *What should we expect?* You will gain a deeper understanding of the TAGLaw network and the resources and programs available to enhance your membership.

#### **❑ Conduct TAGLaw orientation within your firm.**

Now that your leadership and management teams have an understanding of TAGLaw, you can educate the rest of your firm about the TAGLaw network and the various benefits that are available to them. Present or distribute the **“Introduction to TAGLaw”\*** PowerPoint presentation to your firm lawyers, administrative staff, and marketing staff and/or consultants. Distribute to them the **“TAGLaw Facts At-A-Glance”\*** document.

#### **❑ Give members of your firm access to the TAGLaw website members-only section.**

Share your TAGLaw website “members-only” user name and password with members of your firm so they can gain access to various sections of the TAGLaw website, including:

- Specialty Group information
- Resource Center
- International and Regional Conferences

#### **❑ Incorporate TAGLaw information into your recruitment and new hire materials.**

Educate your future and new employees about TAGLaw benefits by distributing the **“TAGLaw Facts At-A-Glance”\*** document with your recruitment and new hire materials.

### **Phase 2: PROMOTE YOUR FIRM TO TAGLaw (30-60 days after joining)**

Now that your leadership team and other members of your firm have a strong understanding of the TAGLaw relationship the next step is creating relationships with other TAGLaw firms.

#### **☐ Enhance your firm's profile on the TAGLaw website.**

Your firm's profile on the TAGLaw website should fully reflect your firm's expertise. Log into the Administration section of the TAGLaw website to enhance your firm's profile. We suggest you do the following:

- Add/modify areas of expertise
- Add/modify contacts and listed lawyers
- Add/modify foreign languages

Refer to the Website Instructions document in your TAGLaw Welcome Package for your website log-in information and instructions.

#### **☐ Send firm news and articles to TAGLaw.**

You can easily let other TAGLaw members know what is happening in your firm and also drive targeted traffic to your website. Send your firm news and articles to Jennifer Allen at [jallen@taglaw.com](mailto:jallen@taglaw.com). Your news and articles will be featured on the TAGLaw website and in *TAGLine*, TAGLaw's weekly email bulletin. The TAGLaw website is visited heavily from all corners of the globe. *TAGLine* is sent to exclusively to TAGLaw members around the world.

#### **☐ Join Specialty Groups.**

Recruit other lawyers to become involved in Specialty Groups in their area of specialty. The purpose of Specialty Groups is to identify and list all those members with specific professional expertise so that members can quickly find support in any part of the world. Through participation members can share knowledge and best practices through sessions during TAGLaw international conferences and throughout the year through Specialty Group webpages and other Group activities.

#### **☐ Set up a meeting with the TIAG firm in your region.**

Contact the TIAG firm in your region to introduce yourself. Visit [www.tiagnet.com](http://www.tiagnet.com) for a complete list of firms.

#### **☐ Register for regional and international conferences.**

Visit the Conferences tab in the members-only section of the TAGLaw website for the latest information on regional and international conferences.

### **Phase 3: USE TAGLaw IN YOUR MARKETING EFFORTS (60-90 days after joining)**

**Raise your firm's profile among clients and prospects by incorporating your TAGLaw membership into your marketing efforts.**

☐ **Send a press release regarding your TAGLaw membership to local media outlets.**

Distribute a press release announcing your TAGLaw membership to your local media. Use the ***"New Member Press Release"***\* as a template.

☐ **Notify existing clients about TAGLaw membership.**

Send a copy of the press release to your clients as well.

☐ **Add TAGLaw presence on your website.**

Use the ***TAGLaw logo***\* and a description of the network on your website. Add the TAGLaw logo to your homepage, and create a TAGLaw section on your website. Refer to the ***TAGLaw description for use in your marketing materials***\*.

☐ **Incorporate TAGLaw into your marketing materials.**

Use the TAGLaw logo and a description of the network on your marketing materials:

- Business Cards
- Brochures
- Email Signatures
- New-Client Proposals and Presentations

\*Documents marked with an asterisk are available in the Marketing and Branding section on the TAGLaw Resource Center on the members-only section of the TAGLaw website. Many documents are also available in Spanish. For your user name and password, or for website or marketing support, contact TAGLaw's Marketing Coordinator, Chris Cervellera at [ccervellera@taglaw.com](mailto:ccervellera@taglaw.com).